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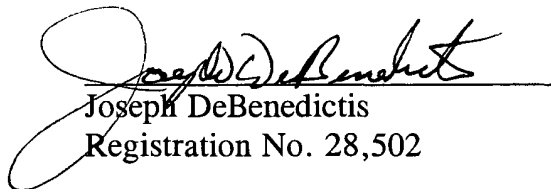
36. A method for in-mold labeling of an article which comprises holding the label of claim 13 against a surface within a mold and then forming said article within said mold whereby the label is incorporated into the surface of the article.

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Respectfully submitted,

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30. The label of claim 28 wherein there are two or more substantially non-voided layers of polyolefin on each surface of said core layer whereby said film has at least five co-extruded layers.

31. The label of claim 30 wherein there are two substantially non-voided layers of polyolefin on each surface of said core layer whereby said film has exactly five co-extruded layers.

32. The label of claim 28 wherein said voided propylene homopolymer has a density which is not more than  $0.60 \text{ g/cm}^3$ .

33. The label of claim 28 wherein the ratio of the combined thickness of the non-voided layers on the respective surfaces of the core layer is from 1.6:1 to 1:1.

34. A method for labeling an article which comprises adhering the label of claim 13 to said article with an adhesive.

35. A method for labeling an article which comprises adhering the label of claim 28 on said article with an adhesive.

23. The label of claim 22, wherein the ratio of the combined thicknesses of the non-voided layers on the respective surfaces of the core layer is from 1.5:1 to 1:1.

24. The label of claim 23, wherein the ratio of the combined thicknesses of the non-voided layers on the respective surfaces of the core layer is from 1.2:1 to 1:1.

25. The label of claim 13, wherein the at least one non-voided layer on the voided core layer comprises a polyolefin.

26. The label of claim 13, wherein an outer surface has printing thereon.

27. The label of claim 13, having a curl of substantially zero in both the machine and transverse directions as assessed by the method described herein.

28. A label made from a polymeric film; said label including printing on an exposed surface thereof; and said film being a biaxially oriented co-extruded polymeric film which consists of a plurality of co-extruded layers, an optional adhesive layer applied to one surface of co-extruded biaxially oriented film; said co-extruded layers including a core layer of a voided propylene homopolymer which has a density of not more than  $0.70 \text{ g/cm}^3$ , at least one substantially non-voided layer of polyolefin co-extruded onto a first side of said core layer, and at least one substantially non-voided layer of polyolefin co-extruded onto a second side of core layer; with the proviso that the ratio of the combined thickness of the non-voided layers on the respective surfaces of the core layer is from 2:1 to 1:1.

29. The label of claim 28 which includes an adhesive layer applied to one surface of said co-extruded biaxially oriented film.

14. The label of claim 13 wherein said polymeric film has an overall thickness of at least 30 microns.

15. The label of claim 14 wherein said polymeric film has a thickness of at least 50 microns.

16. The label of claim 13 wherein the total thickness of said at least one substantially non-voided layer on one side of the core layer is at least three microns.

17. The label of claim 13, wherein the density of the voided layer is not more than  $0.60 \text{ g/cm}^3$ .

18. The label of claim 17, wherein the density of the voided layer is not more than  $0.55 \text{ g/cm}^3$ .

19. The label of claim 18, wherein the density of the voided layer is not more than  $0.50 \text{ g/cm}^3$ .

20. The label of claim 19, wherein the density of the voided layer is not more than  $0.48 \text{ g/cm}^3$ .

21. The label of claim 20, wherein the ratio of the combined thicknesses of the non-voided layers on the respective surfaces of the core layer is from 1.8:1 to 1:1.

22. The label of claim 21, wherein the ratio of the combined thicknesses of the non-voided layers on the respective surfaces of the core layer is from 1.6:1 to 1:1.